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Home Appliance NewsLine

An AHAM Bulletin to Editors

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CONTACT: Mary Gillespie
312/984-5822
Craig Schulz
312/984-5825

HOME APPLIANCE SHIPMENTS MODERATE AS SECOND QUARTER BEGINS

CHICAGO -- April shipments of major home appliances exceeded 4 million units, but failed to reach the level of the same period one year ago, reports the Association of Home Appliance Manufacturers (AHAM).

Even though shipments were down nearly 48,000 units for a 1.2% decline, this was still the third highest April in history and year-to-date totals increased by 6.5% over last year's same period.

While most of the products fell below their April 1988 shipment levels, three made substantial gains: up 11.0% were disposers (334,700 units); up 6.0%, microwave ovens (824,500 units); and up 4.7%, room air conditioners (717,900 units).

Shipments of room air conditioners, in fact, reached the second highest level ever recorded in April for the product -- evidence of intense demand resulting from the inventory depletion caused by last summer's record heatwave. Compared to the first four months of last year, shipments of this comfort appliance were up 29.6%.

Of the remaining products, only refrigerators (535,600 units) surpassed their year-ago levels, showing a fractional increase of 0.4%.

(more)

A downturn in new housing starts adversely affected shipments of dishwashers and ranges, both of which are included in about 93% of the sales price of new homes, according to the Census Bureau. Dishwashers (275,400 units) were down 17.6%; electric ranges (226,400 units), down 12.5%; and gas ranges (162,700 units), down 4.8%.

Dehumidifier shipments (77,800 units) were comparatively average for an April but, when compared to the unusually high April 1988 shipment, showed a 25.4% loss. One year ago, shipments were rebuilding rapidly after extremely humid conditions in 1987 prevailed in several regions, causing considerable inventory depletion.

The industry forecasts a 3.7% decline in total shipments this year from the second-best record of 49.3 million units achieved in 1988.

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MAJOR HOME APPLIANCE INDUSTRY SHIPMENTS*, THOUSANDS OF UNITS
April, 1989

	APRIL			CALENDAR YEAR TO DATE		
	1989	1988	% Change	1989	1988	% Change
ALL MAJOR APPLIANCES**	4,030.2	4,077.9	-1.2%	16,848.7	15,823.4	6.5%
COOKING - TOTAL	1,200.8	1,193.2	0.6%	5,335.3	5,053.5	5.6%
ELECTRIC RANGES - TOTAL	226.4	258.8	-12.5%	971.5	988.8	-1.7%
Free Standing	178.8	210.3	-15.0%	763.9	791.5	-3.5%
Built-in	47.6	48.5	-1.9%	207.6	197.3	5.2%
GAS RANGES - TOTAL	162.7	170.9	-4.8%	670.8	677.6	-1.0%
Free Standing	154.3	160.0	-3.6%	634.6	635.4	-0.1%
Built-in	8.4	10.9	-22.9%	36.2	42.1	-14.0%
MICROWAVE OVENS/RANGES***	824.5	777.5	6.0%	3,748.3	3,446.5	8.8%
HOME LAUNDRY - TOTAL	779.9	798.8	-2.4%	3,598.7	3,504.2	2.7%
AUTOMATIC WASHERS	456.9	470.6	-2.9%	2,060.9	2,009.7	2.5%
DRYERS - TOTAL	323.0	328.2	-1.6%	1,537.8	1,494.6	2.9%
Electric	250.6	256.7	-2.4%	1,191.7	1,160.1	2.7%
Gas	72.4	71.5	1.3%	346.1	334.5	3.5%
KITCHEN CLEAN UP - TOTAL	625.3	654.9	-4.5%	2,808.8	2,710.9	3.6%
DISPOSERS	334.7	301.6	11.0%	1,519.8	1,384.5	9.8%
DISHWASHERS - TOTAL	275.4	334.4	-17.6%	1,217.5	1,247.1	-2.4%
Built-in	261.7	315.2	-17.0%	1,143.9	1,160.8	-1.5%
Portable	13.7	19.1	-28.3%	73.6	86.3	-14.7%
COMPACTORS	15.1	18.9	-20.1%	71.5	79.3	-9.8%
FOOD PRESERVATION - TOTAL	628.5	641.0	-2.0%	2,396.8	2,338.7	2.5%
REFRIGERATORS	535.6	533.3	0.4%	2,026.7	1,968.8	2.9%
FREEZERS - TOTAL	92.9	107.8	-13.8%	370.1	370.0	0.0%
Chest	56.8	55.4	2.5%	212.9	197.3	7.9%
Upright	36.1	52.4	-31.1%	157.2	172.6	-8.9%
HOME COMFORT - TOTAL	795.7	790.0	0.7%	2,709.1	2,216.0	22.3%
ROOM AIR CONDITIONERS	717.9	685.7	4.7%	2,462.0	1,899.0	29.6%
DEHUMIDIFIERS	77.8	104.3	-25.4%	247.1	316.9	-22.0%

* Domestic plus export shipments; includes both U.S. produced and imported products.
** Numbers do not add because of overlapping product categories.
*** Includes microwave ovens and combination microwave ovens/ranges.